

University of New Orleans

ScholarWorks@UNO

DRU Workshop 2013 Presentations – Disaster
Resistant University Workshop: Linking
Mitigation and Resilience

Conferences and Workshops

3-2013

Social Media in Emergency Management: Strategies, Use Cases, and Tools

Emma Stocker
University of Oregon

Follow this and additional works at: <https://scholarworks.uno.edu/dru2013>

Recommended Citation

Stocker, Emma, "Social Media in Emergency Management: Strategies, Use Cases, and Tools" (2013). *DRU Workshop 2013 Presentations – Disaster Resistant University Workshop: Linking Mitigation and Resilience*. Paper 31.
<https://scholarworks.uno.edu/dru2013/31>

This Presentation is brought to you for free and open access by the Conferences and Workshops at ScholarWorks@UNO. It has been accepted for inclusion in DRU Workshop 2013 Presentations – Disaster Resistant University Workshop: Linking Mitigation and Resilience by an authorized administrator of ScholarWorks@UNO. For more information, please contact scholarworks@uno.edu.



Social Media in Emergency Management

#SMEM

Social + Media

Huestis Hall – 12/21/11



Social Media Response

- ▶ On Facebook in VA before the official UO statement

UO Official Response

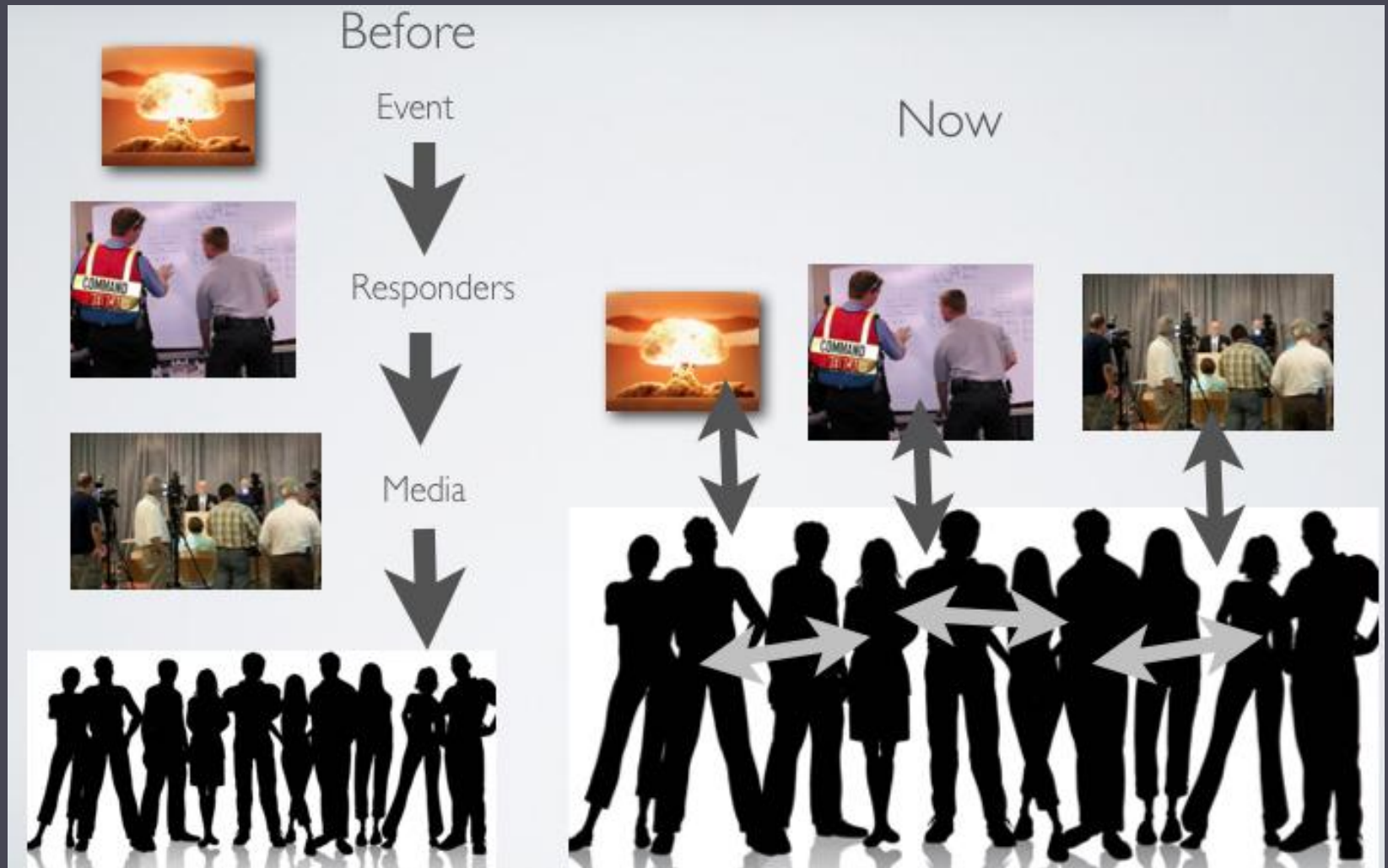
- ▶ Torn between rapid information and accurate information



Why SMEM?

- ▶ “Disasters” characterized by their **social impact**.
- ▶ Both physical and **social**
- ▶ Risk assessment process:
 - ▶ How do the hazards interact with the built and **social** environment
- ▶ **Socially constructed**
 - ▶ Experienced differently by different groups and individuals,
 - ▶ Generate multiple interpretations of an event

One Direction → Multidirectional



[Phone] Trees are great, but birds fly



- ▶ Japan quake 3/11
 - ▶ 500,000 new twitter users/ 24hrs
- ▶ @OfficialTEPCO on 3/17
 - ▶ 100,000 followers in 4hrs
- ▶ CDC Zombie (blog) Attack
 - ▶ 3k /wk → 30k 1-day
 - ▶ Twtr: 12k (x100)= 1.2m
- ▶ Superbowl 2013
 - ▶ 250,000 / minute
 - ▶ 24 million total

SMEM should be a component of a
larger communication strategy

Communication Assessment

- ▶ **Message Assessment**
 - ▶ What Where When Why
- ▶ **Audience Assessment**
 - ▶ Who When How
- ▶ **Capabilities Assessment**
 - ▶ How Who When
- ▶ **Less ability to hear and understand, -4 grade levels**
 - ▶ Use simple language
 - ▶ Avoid technical terms / jargon
 - ▶ Short, succinct messages
- ▶ **27 w, 9 s, 3 m**

Message [and Risk] Assessment

▶ Severe Weather

- ▶ Seasonal
- ▶ Predictable

▶ Earthquake

- ▶ Rare
- ▶ Unpredictable

▶ Public Health

- ▶ Regular
- ▶ Varied incidents

▶ Severe Weather

- ▶ Seasonal
- ▶ Have personal experience

▶ Earthquake

- ▶ Little personal experience
- ▶ Catastrophic

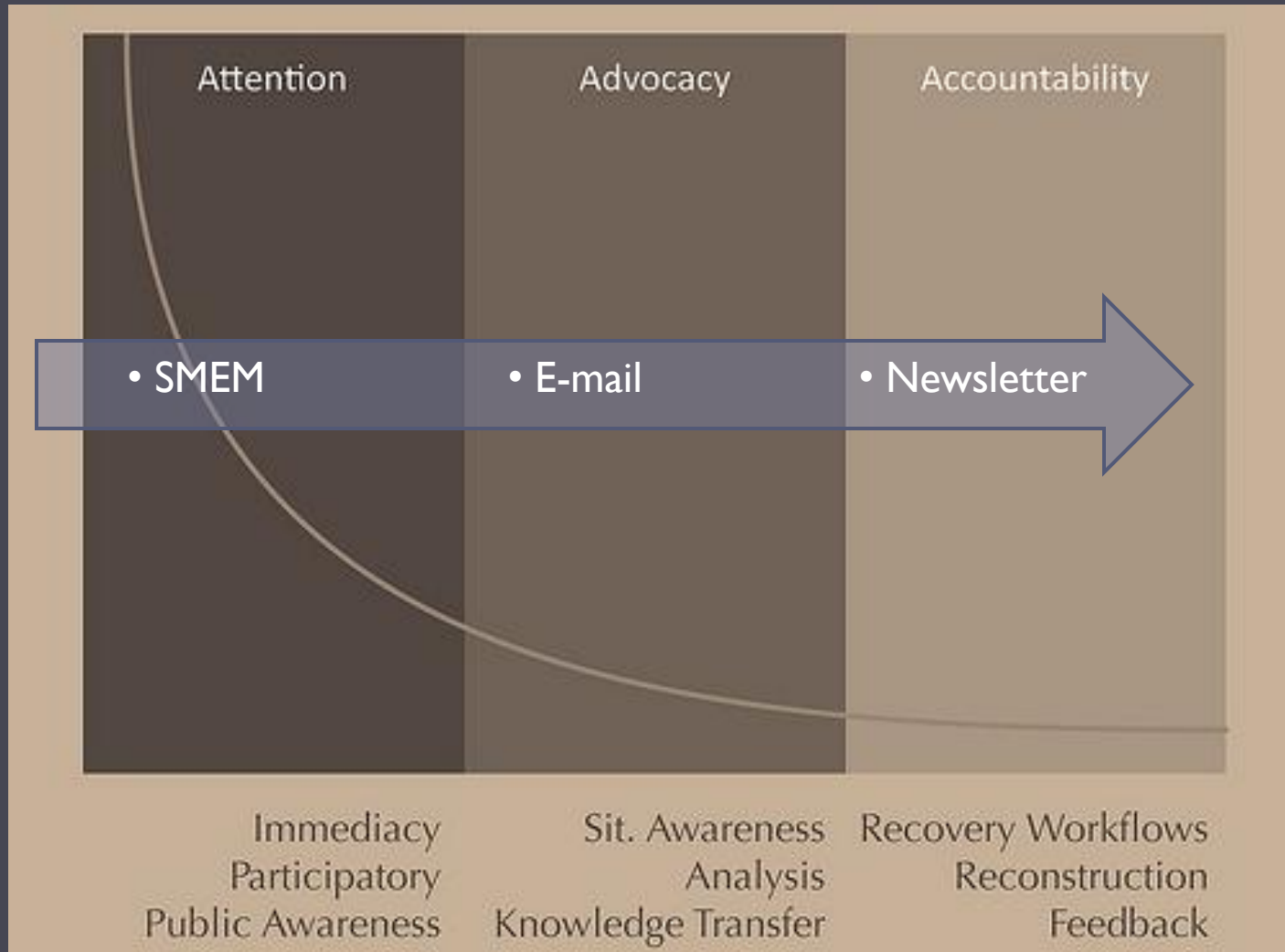
▶ Public Health

- ▶ Personal choices
- ▶ Varied responses

Principles of #SMEM

- ▶ Listen
- ▶ Establish Presence
- ▶ Engage
- ▶ Seek Feedback
- ▶ Communication Strategy
 - ▶ Policies and Procedures
 - ▶ People
 - ▶ Preparations
 - ▶ Practice
 - ▶ Platform

Message based in time and place



Use Cases & Tools

Different Tools for the Disaster Cycle

▶ Prepare

- ▶ Risk Awareness
 - ▶ Facebook
- ▶ Needs Surveys
 - ▶ Survey Monkey
- ▶ Training
 - ▶ Webinar

▶ Mitigation / Prevention

- ▶ Shared risk
 - ▶ Interactive Heat Maps

▶ Response

- ▶ Emergency Notification
 - ▶ 3rd parties
- ▶ Virtual Check in
 - ▶ Foursquare
- ▶ Impact mapping
 - ▶ DRU Map

▶ Recovery

- ▶ Volunteers and Donations
 - ▶ Facebook, IndieGoGo
- ▶ Community Connectivity
 - ▶ Mapping
- ▶ Track Progress
 - ▶ Flickr

UCLA

EMERGENCY MANAGEMENT OFFICE



UCLA SMEM

Facebook

- Shakeout
- Carmageddon
- Information about drills and exercises
- PHOTOS & “FUN”!
- Reminders
- Personal safety

Linked to Twtr

- UCLABruinAlert



Indiana University

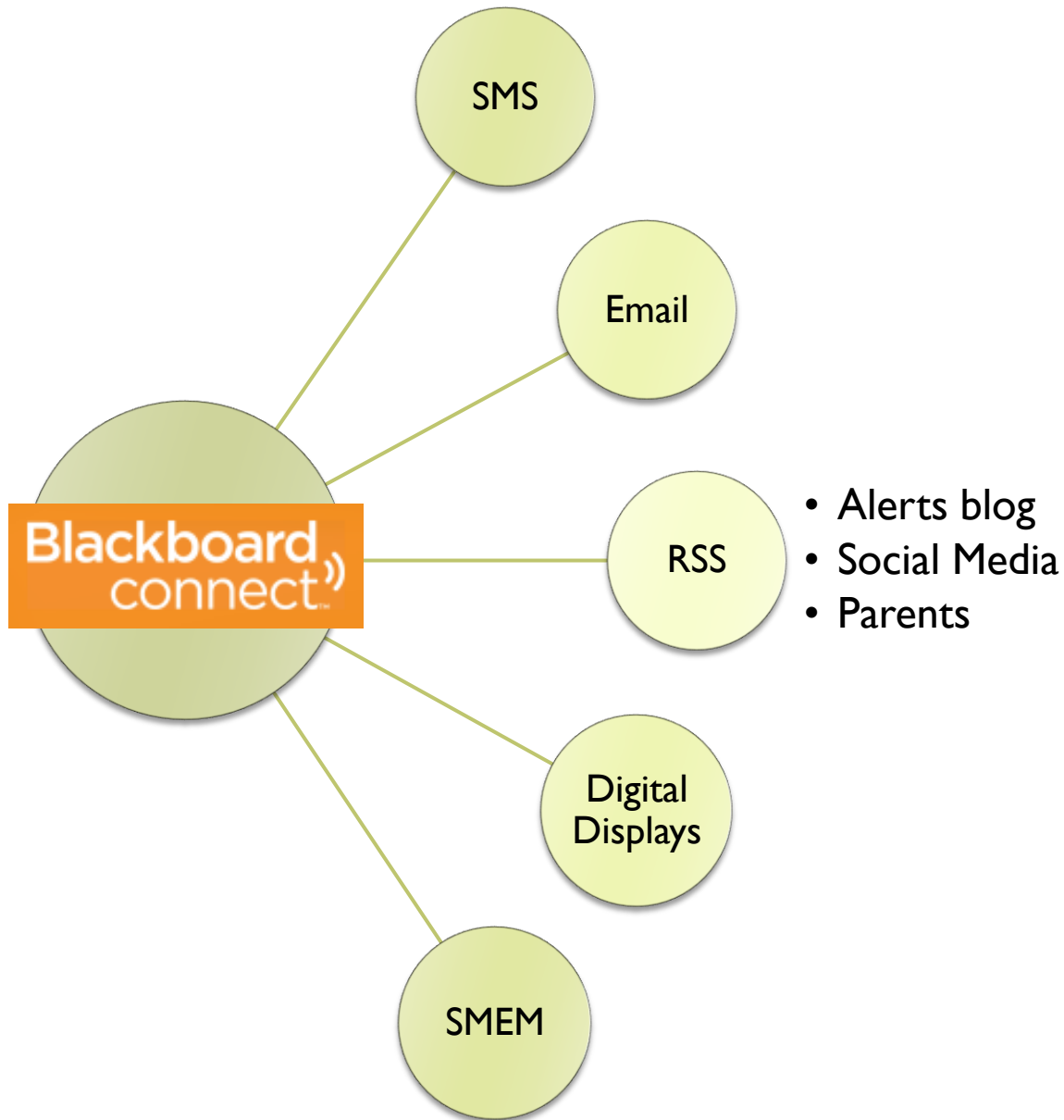
Twitter

- Information updates
 - Heat
 - Tornado watch
- ReTweets:
 - IDHS
 - Ready.gov
 - Local EMA

Blog

- Heat safety
- Summer Safety

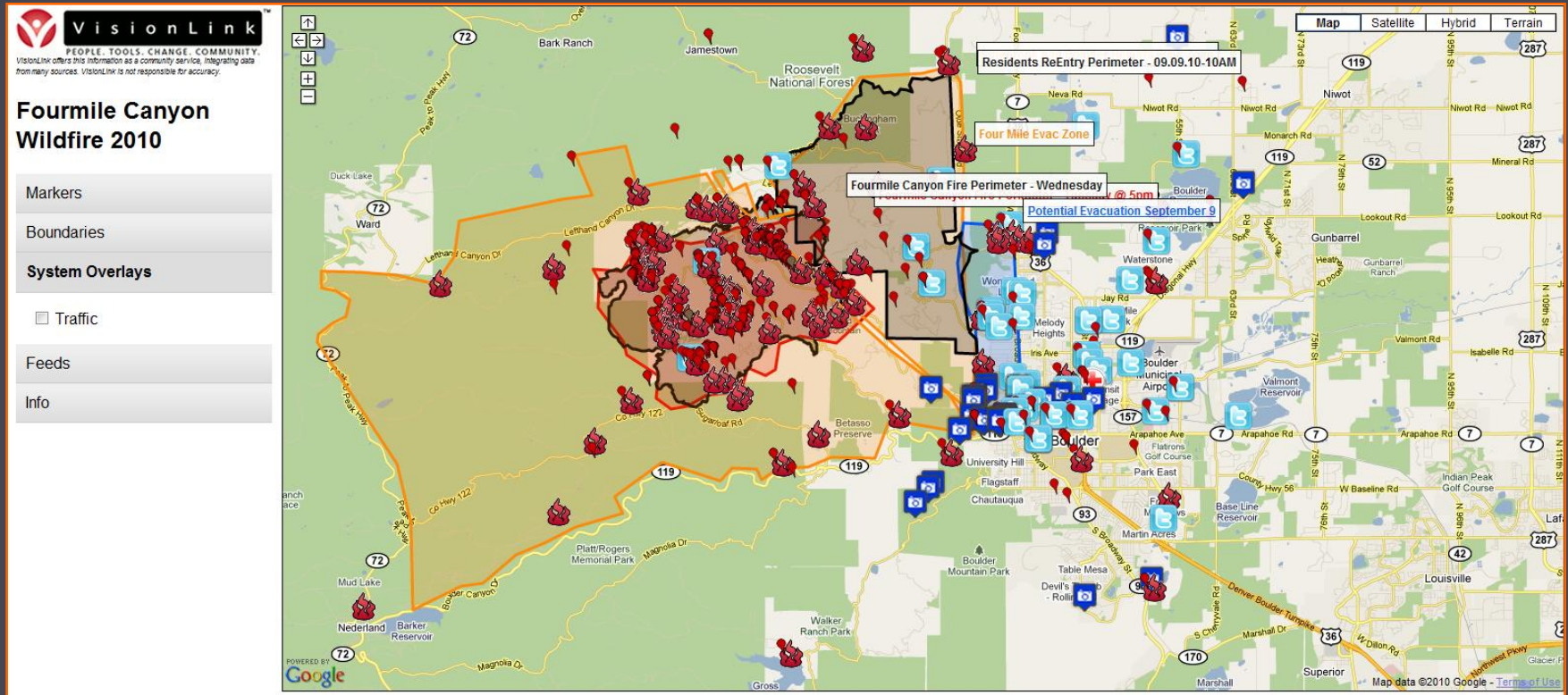
BB.CE → Digital Displays



University of Oregon

- UOAlert!
- One button for most
 - Smartclassrooms
 - Webpages
- UOEMC Facebook
- PIO role
- Protocols

FourMile Fire Community Mapping



- ▶ Official info
- ▶ Flickr photos
- ▶ 1.8 million views
- ▶ Real time tweets
- ▶ Traffic

#BoulderFire Twitter Timeline

Monday
September 6

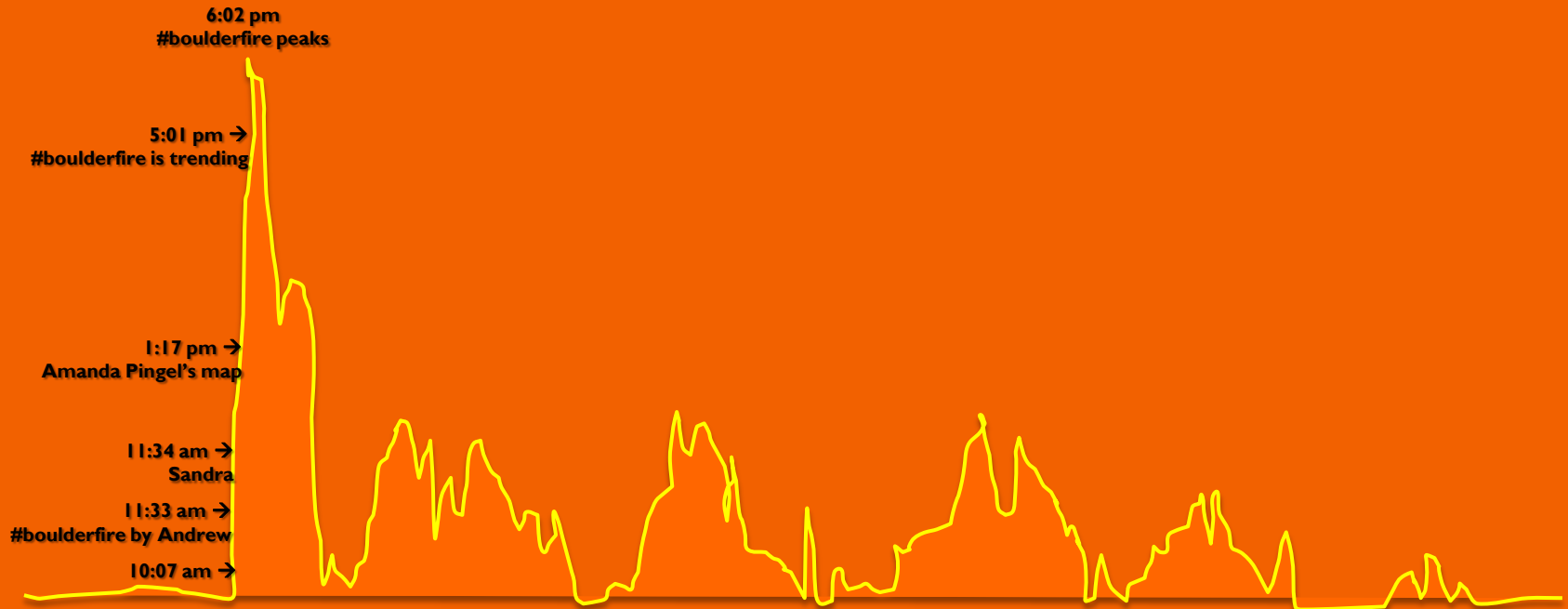
Tuesday
September 7

Wednesday
September 8

Thursday
September 9

Friday
September 10

Saturday
September 11



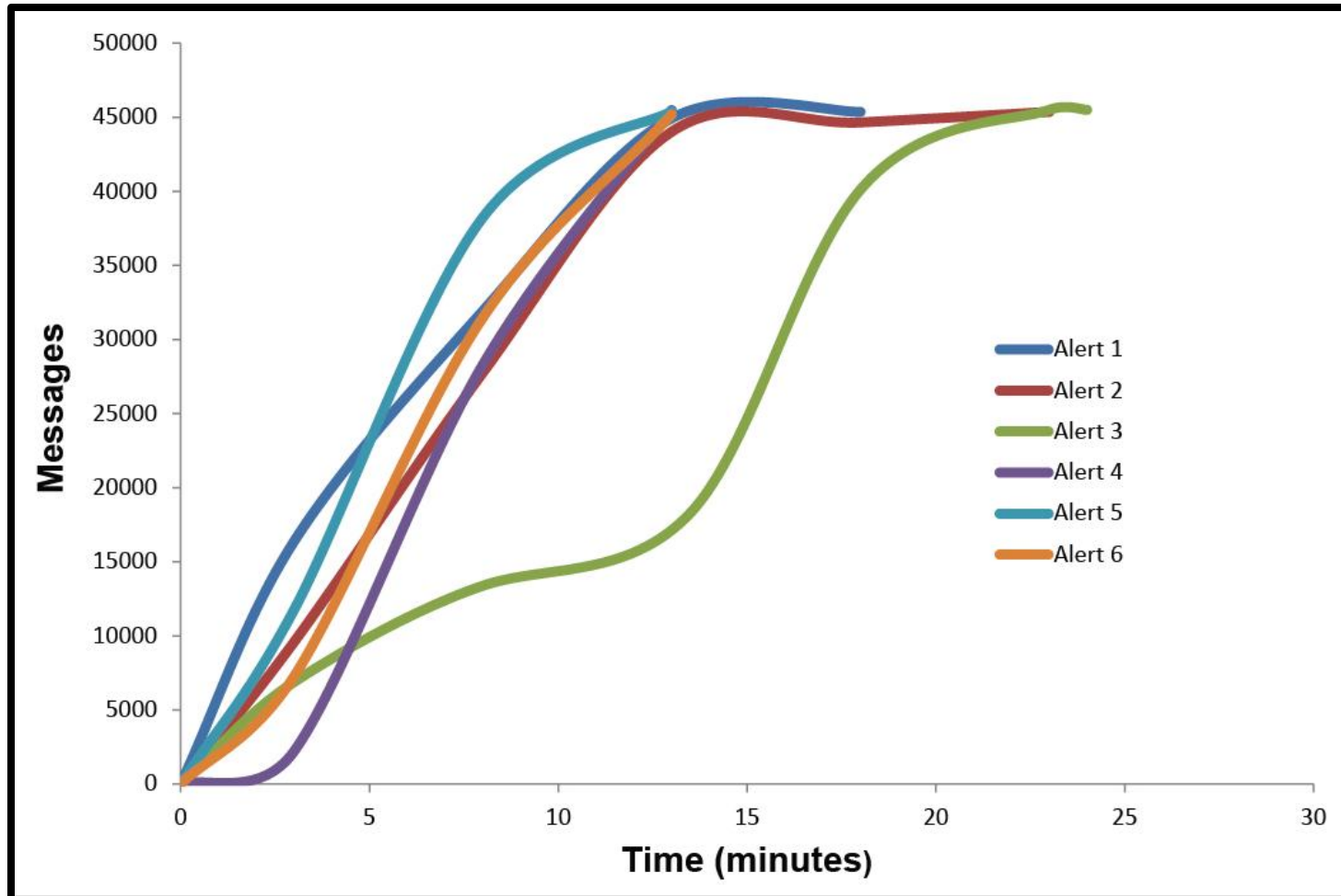
Source: <http://trendistic.com/boulderfire>



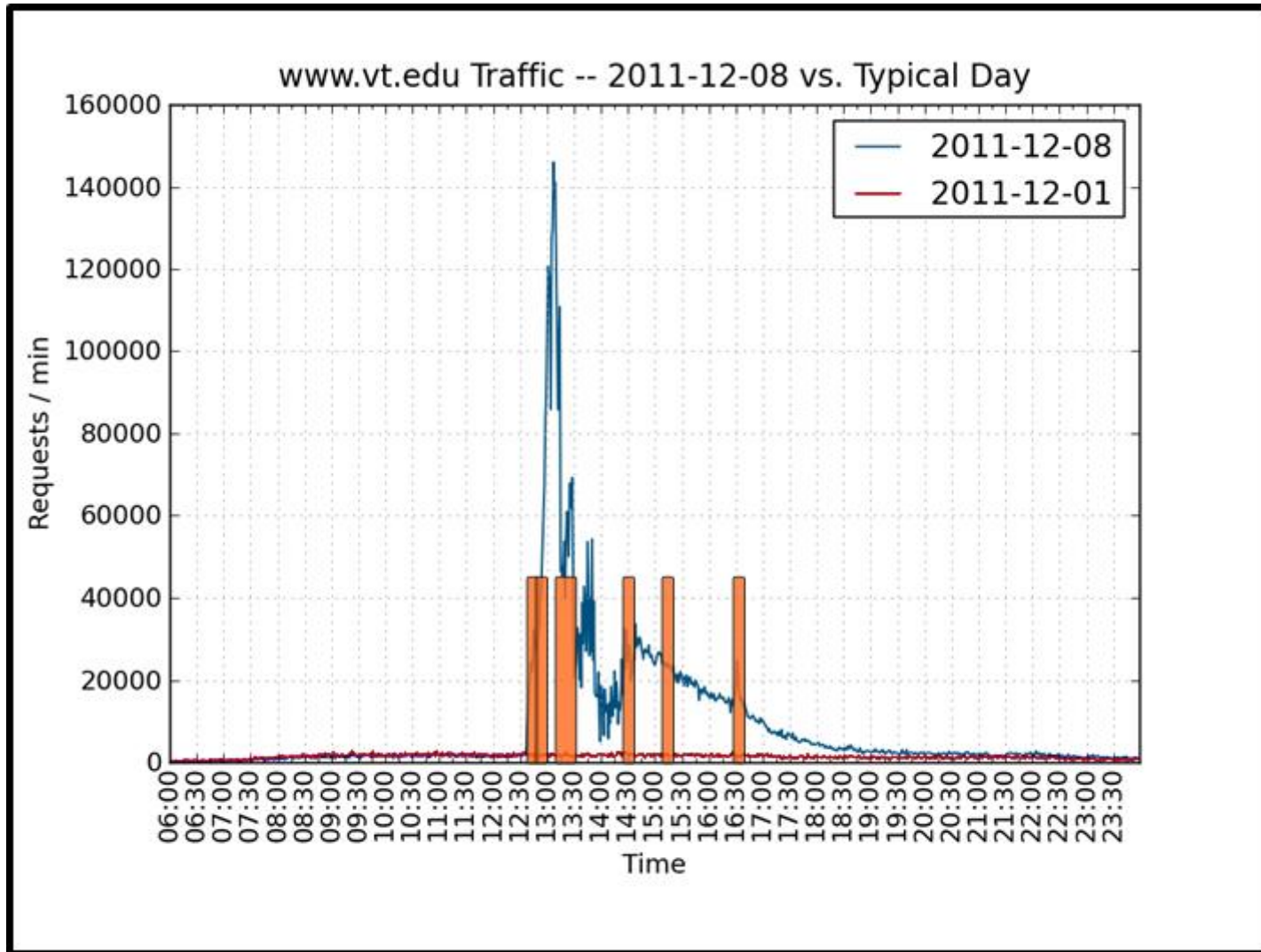
17

Source: "Community During Crisis" - What Government can learn from the Boulder Community's usage of Social Media during the Boulder Fire, Orange Insights, 2010

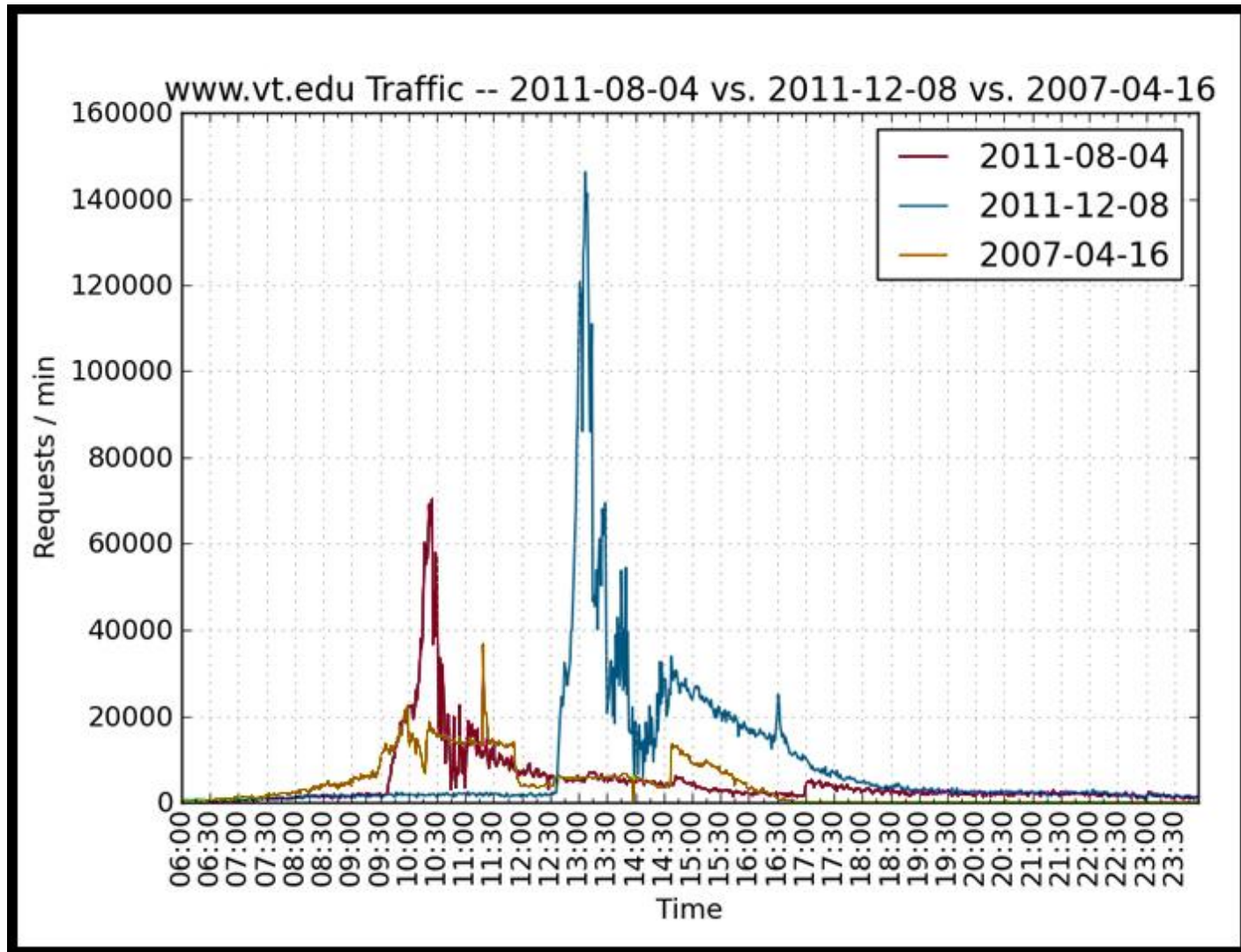
VT Shooting 12/8/2011 Alert Distribution



VT Homepage Traffic Spike



Comparative View



Social Media

Twitter

- Start of day: 11,362
- Early evening: 20,053

Facebook

- 92,684
- 42,972 clicks on vt.edu generated by Facebook and Twitter



Virginia Tech News @vtnews

Gun shots reported- Coliseum Parking lot. Stay Inside. Secure doors. Emergency personnel responding. Call 911 for help.

50+

RETWEETS

10

FAVORITES



12:36 PM, Dec 8th via VT Alerts - Details



Reply



Delete



Favorite

SOCIAL MEDIA

- 11 posts to Facebook
 - Six were automatic posts from Twitter
- 1,605 comments on Facebook posts
- 24,236 clicks generated by VT News story distributed on Facebook and Twitter
- 18,738 clicks generated by follow-up story
- Facebook.com a top referring site to vt.edu



Virginia Tech

Gun shots reported- Coliseum Parking lot. Stay Inside. Secure doors. Emergency personnel responding. Call 911 for help.

92,684 People Reached • 334 People Talking About This

 Like • Comment • @vtnews on Twitter • December 8 at 12:36pm via Twitter

 135 people like this.

 View all 220 comments

Write a comment...

University of Canterbury, Chirstchurch NZ

9/4/10 & 2/22/11



University of Canterbury, Chirstchurch NZ

9/4/10 & 2/22/11



University of Canterbury, Chirstchurch NZ

UC Earthquake Recovery

A reminder that UC students should check their UC email (www.outlook.com/ucive.ac.nz) and course spaces on Learn (www.learn.canterbury.ac.nz) every day for key information specific to individual courses.

<http://www.outlook.com/ucive.ac.nz>
www.outlook.com

April 14 at 3:55am · Like · Comment · Share

Diego Cordero likes this.

Write a comment...

Alicia Harbison-Price


Hey, I filled out a form at NZ3 to claim back lost property when Uni first started back and I haven't heard anything back. I didn't fill the form out straight after the earthquake because it wasn't an essential item (it's a jacket) but as winter is setting in, I wouldn't mind having my jacket back! Any idea when we could expect to have our property returned?

April 15 at 9:37pm · Like · Comment

UC Earthquake Recovery Hi Alicia, the security office is dealing with retrievals now, and you can give us a ring on 0800 827 748 to be put through to them.
Sunday at 2:30pm · Like

Write a comment...

UC Earthquake Recovery added 5 new photos to the album Week 5, week starting 11 April.



Week 5, week starting 11 April.
UC people = good people :~)

April 13 at 9:57pm · Like · Comment · Share

17 people like this.

Troy Holiday thanks random acts of kindness people:)
April 11 at 2:26pm · Like · 6 people

Write a comment...


Saskia Tranter

We're here, and we're here to stay....check out the events online at <http://whatsopen.co.nz/restaurants/events-whats-on>

Whats Open | Online map of Christchurch
www.whatsopen.co.nz
What's Open provides the most comprehensive guide to What's Open in Christchurch.

April 13 at 2:00pm · Like · Comment · Share

UC Earthquake Recovery added 12 new photos to the album Oval Village.



Write a comment...

Jeannette Sutton

Where is SVA now being stationed? Are you still on campus?

March 14 at 1:39am · Like · Comment

UC Student Volunteer Army We have moved off site out to your distribution centre in Halswell. However, as we are all students, we will still be around campus and the original club will still be run out of campus, it's just the earthquake clean up part that has moved!

March 14 at 2:12pm · Like · 1 person

Write a comment...

UC Student Volunteer Army

We need people to deliver toilets again. The residents will LOVE you for it. Having a car is preferable, and you need to be able to commit for a whole day from 8am. We'll hook you up with petrol or food vouchers for your time as well. If you can do it, email tom@sva.org.nz and I'll give you the details. Thanks

March 13 at 10:57pm · Like · Comment

12 people like this.

View all 17 comments

Anna Tippett hi i did this on sunday where do we get the voucher?

March 14 at 2:56pm · Like

Bjorn Svartsson I can help out Friday ans Saturday. I have a large station wagon.

March 14 at 6:07pm · Like

Write a comment...

Jodie Seyb

If anyone has 2 strong men that could help 2 ladies shift tomorrow out of their earthquake shaken home please let me know thanks

March 13 at 10:50pm · Like · Comment

Shannon Williamson

Dallington Community needs a few part time volunteers to help running/maintaining a community hub on Gayhurst Rd. Main tasks will include filling water containers, monitoring port-a-loos for tp/sanitiser etc. supporting people with internet use and filling out forms, and generally being available to chat/listen to people who need to be heard. Volunteers need to be available for three hour shifts (9-12 or 12-3 at this stage). If anyone is interested please message me with your name, cell number and an idea of days times that you are available. Cheers.

March 13 at 9:38pm · Like · Comment

Allies:

Force Multipliers that Build Capacity

Joplin Tornado Info

► 48,768



Missouri Southern State

► 3,456



Allies:

Train them to reference you

AroundtheO

Find People | Du

Search this s

[Home](#) | [Academics](#) | [Accolades](#) | [Campus Messages](#) | [Health & Safety](#)

Life-saving devices on campus

The UO has placed more than 70 life-saving Automated External Defibrillators (AEDs) on campus.

The portable devices are used to treat [sudden cardiac arrest](#), which occurs when the heart's normal heart rhythm suddenly becomes chaotic. A person suffering from cardiac arrest collapses, stops breathing, becomes unresponsive and has no detectable pulse.

The AED delivers a potentially life-saving electrical shock to the victim's heart that can restore the heart's normal rhythm.

The AEDs are located across campus, with several concentrated in areas where there is a high degree of physical activity – including the Student Recreation Center, Esslinger Hall and Matthew Knight Arena. For a complete list of AED locations, see <http://emc.uoregon.edu/sites/emc.uoregon.edu/files/uploads/AEDMap.pdf>

JANUARY 22, 2013

[Like](#) [Tweet](#)

AED

Automated External Defibrillator




Allies: If they are trained, they will reference you in an emergency



Updated: Small fire at Tingle Hall in Hamilton complex extinguished

Posted by [Eder Campuzano](#) and [Andy Rossback](#) on Monday, Mar. 18 at 5:05 pm.

 Recommend 0  Send

A small fire in a stairwell in Tingle Hall at the Hamilton Residence Hall took place shortly after 4 p.m., according to tweets from students and from the official University media relations Twitter account. The [UO Alerts](#) page confirms the incident, including the fact that officials from the Eugene Fire Department are currently investigating the cause of the fire.

Allies: DRU & Crisis Commons Partnership

**CrisisCommons**
connecting people, tools, & resources to support crisis response

AboutBlogWikiGet Involved



We connect people to help those in need

Learn more about CrisisCommons



Our story

CrisisCamp began as an idea for an event to bring together people ...






Volunteer

Welcome to our community! If you would like to join current and/or ...

Follow what we're up to!

If you're interested in keeping up with CrisisCommons, please follow us on Twitter, Facebook and subscribe to our blog through the links below




Latest	Popular	Comments	Tags
 Sandy CrisisCamp October 30, 2012			
 The Humanitarian Toolbox October 9, 2012			
 Interim Management Team			

In the news




CrisisCamp's goal is to gather topic experts, app developers and emergency first responders to create better technology and practices for crisis management and disaster relief."

— ReadWriteWeb

**Ushahidi**


ProductsServicesCommunityBlogAbout Us



Map anything.
CROWDMAP

A new Crowdmapper experience.
Request an invite to join the beta.


What is the Ushahidi Platform



Watch The Video ▶

We built the Ushahidi platform as a tool to easily crowdsource information using multiple channels, including SMS, email, Twitter and the web.


Manage the River of Information



Watch The Video ▶

SwiftRiver is an open source platform that aims to democratize access to tools for filtering & making sense of real-time information.

Crowdsourcing In "the cloud"

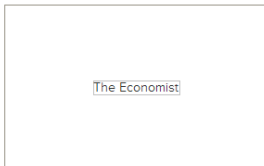


When you need to get the Ushahidi platform up in 2 minutes to crowdsource information, Crowdmapper will do it for you. It's our hosted version of the Ushahidi platform.

It was just really fascinating to see how quickly the public picked up the technology and was able to embrace it. They really were dying to have an avenue to express their views.


Sudan Vote Monitor - via Global Voices


In The News




The Economist
With telephone lines jammed, many Mumbaiers turned to a familiar alternative: they posted their whereabouts, and sought those of their close ones, on social networks.
[Read more >](#)

Buzz From Around The Web

 Juliana Rotich to the rescue. Executive Director of <http://it.co/9K1300LzEE>
#womenshistorymonth

 Juliana Rotich to the rescue. Executive Director of <http://it.co/x25tq2nKn>
#womenshistorymonth

 @shareff <http://t.co/MwEoP2FEDS>

R&D: The DRU Communities of Practice Archive

Communities of Practice | Homeland Security | Welcome, Emma Stocker | FAQs | About Us | Contact Site Administrator

Search:

Home | Profile | Inbox | Members | Communities | HELP | SIGN OUT

First Responder Communities of Practice > Disaster Resilient University (DRU) > Documents

Disaster Resilient University (DRU)

COMMUNITIES OF PRACTICE | Community Home | Discussions | Wiki | Documents | Calendar | Blog | Bookmarks

Document Library

Documents Home | Recent Documents | Unsubscribe from this community's documents | My Documents | Search

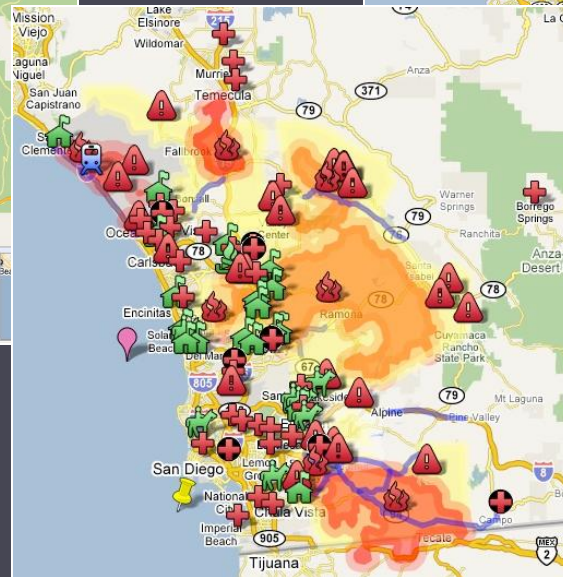
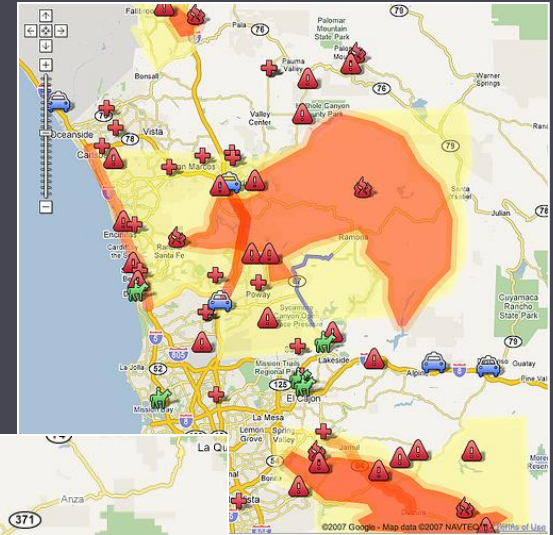
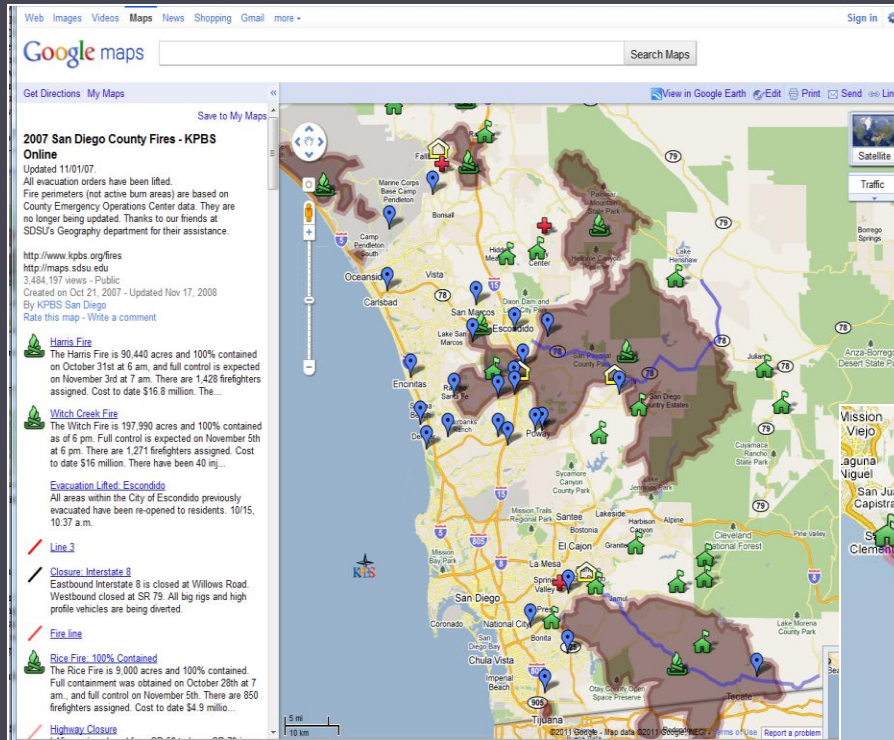
▼ Folders
Showing 13 results.

Name	# of Folders	# of Documents	Actions
Communications Subfolders: Amateur Radio, Emergency Notification System (ENS), Joint Information Center and Crisis Communications, Other, Social Networking and Social Media	5	0	Actions
Community Documents Subfolders: After Action Reviews, DHS Pamphlets, EMR-ISAC CIP Infograms, FOUO	4	3	Actions
Degree Programs in Public Health and Medical	0	0	Actions
Degrees in Emergency Management From Emergency Management Institute (Fema.Gov) - a listing of schools offering degrees in emergency management including program summaries and course listings. Subfolders: Associates, Bachelor Level Concentrations and Minors, Bachelor Programs, Doctoral Programs, Masters Level Certificates, More »	6	0	Actions
Degrees in Homeland Security From Emergency Management Institute (Fema.Gov) - a listing of schools offering degrees in homeland security including program summaries and course listings. Subfolders: Associates, Bachelor Level Concentrations and Minors, Bachelors, Certificates and Diplomas, Doctoral, More »	7	0	Actions
Exercises Subfolders: After Action Reports, EXPLANs, Other	3	0	Actions
Planning Subfolders: Guidance, Plans, Policies, Sports and Special Events, Templates	5	0	Actions
Professional Subfolders: 2011 UCC Workshop, 2012 UCC Symposium - Orlando, Conferences and Meetings, General, UCC Documents	5	0	Actions
Programs Subfolders: Guides and Aides, Policies and Procedures, Position Description, Standards and Certifications and Accreditation, Student CERT	5	0	Actions
Ready Community Colleges Community Colleges serve unique populations which present opportunities and challenges to those engaged in emergency management at these institutions. Ready Community Colleges (RCC) is a place to share resources with this unique group of	0	0	Actions

Documents Home

Add Document




Live Mapping as Community Response







What's Open – Online Map of Christchurch


The screenshot displays the 'What's Open' website interface. At the top, there's a navigation bar with the date 'Thursday, 21 March 2013', links for 'About Us' and 'Contact Us', a search bar, and social media icons for 'Login', Facebook, and Twitter. Below this is a main menu with tabs for 'Home', 'Essentials & Services', 'Food & Entertainment', 'Shopping & Beauty', and a green 'List My Business' button. A sidebar on the left, titled 'WHAT'S OPEN', lists categories: 'Essentials' (ATMs, Petrol Stations, Portaloos, Supermarkets, Libraries, Education Centres & Schools, Health & Medical, Alternative Medicine & Therapy), 'Accommodation' (Hotels, Motels, Bed & Breakfast), and 'Services' (Automotive Services & Parts, Air Conditioning & Heating, Web Design/Development, Cleaning Services, Advertising & Graphic Design, Accountants, Building & Architecture, Printing & Photographic Services, Legal Services, Bathrooms & Kitchens). The main content area features a map of Christchurch with numerous blue location markers. Text on the page instructs users to click a marker for business details and to use the search bar for other queries. The map includes a scale bar (0-2 km), a 'Map'/'Satellite' toggle, and copyright information for 2013 Google.

TweetDeck

 **TweetDeck**  Lists  Add Column


Columns  Search  

1. Timeline @EDSinPDX 

 **OPB** @OPB 11m


At noon on @ThinkOutLoudOPB "Our Town: Montavilla," diverse E.PDX neighborhood in transition latest in our roving series

Details

 **Dave** @davekozuki 13m


I'm at Seattle-Tacoma International Airport (SEA) - @PortofSeattle (SeaTac, WA) w/ 58 others 4sq.com/ZwOknB

Details

 **USGS** @USGS 15m


Only 12 days left to submit to the App-lyfing #USGS Earth Science #Data Challenge! 1.usa.gov/16JPoJ5

Details

 **Dave** @davekozuki 18m


@suzannefrew I figured out how to eat the Poi of da South.

Conversation


 **Patrick Meler** @PatrickMeier 24m


Kenya: An Ounce of Prevention or a Pound of Overreaction? bit.ly/1478fhB by @jay_ulfelder cc @SisiNIAMani @poptech

Details

 **Ninkasi Brewing** @NinkasiBre... 30m


HAPPY FIRST DAY OF SPRING! N-I-N--K-A-S-I-I-I. Damn, that tune is catchy. youtube.com/watch?feature=...

2. Timeline @KMTR 

 **Oregon DOT** @oregondot 14s


Nice looking design. RT: @oregonstateparks Take a look at our new website! oregonstateparks.org

Details

 **Oregon State Parks** @ORStat... 24s

Want to see a GIANT this Spring Break? wp.me/pOcRu-1sX via @wordpressdotcom


Details

 **L.J. Sellers, author** @LJSellers 1m

I'm finally packed for LCC and now prepping for panels. Love the later flight, and so grateful it's only one flight. leftcoastcrime.org/2013

Details


Jeff Spiegel retweeted

 **Matt Forte** @MattForte22 5m

Next year they'll probably be a no jumping over defenders rule... #loweringtheboomfund


Details

Jeff Spiegel retweeted


 **Matt Forte** @MattForte22 12m


Wow so they really passed that rule...last time I checked football was a contact sport. Calling bank now to set up my lowering the boom fund

Details

 **Paul W Reynolds** @PaulReynol... 2m

Unlabeled photo of a person


3. Timeline @DailyEmerald 

 **Oregon State Parks** @ORStat... 24s

Want to see a GIANT this Spring Break? wp.me/pOcRu-1sX via @wordpressdotcom


Details

Rex Redjai retweeted

 **#HappyPersianNewYear** @P... 8m


It probably did trend too. For like 10 seconds & we missed it. That's okay, it trended :) #HappyPersianNewYear

Details

 **Pat Forde** @YahooForde 1m


Nice work by Les from Moon, Pa: Robert Morris taps its inner Rocky, knocks swagger right out of one-and-done Kentucky sports.yahoo.com/news/ncaab--ro...

Details


 **UO Journalism & Comm** @U... 2m


Hey PR and Ad majors, take a break from final projects and stretch. Great chat going on right now at #bareitall

Details

 **Matthew Dolan** @matthewbdolan 2m


@yo_powe dude kidding about kidding about liking it. youtube.com/watch?v=UxxajL... right?

4. Timeline @KEZI9 

 **Oregon DOT** @oregondot 14s


Nice looking design. RT: @oregonstateparks Take a look at our new website! oregonstateparks.org

Details

 **Oregon State Parks** @ORStat... 24s


Want to see a GIANT this Spring Break? wp.me/pOcRu-1sX via @wordpressdotcom

Details

 **UO Journalism & Comm** @U... 2m


Hey PR and Ad majors, take a break from final projects and stretch. Great chat going on right now at #bareitall

Details

 **pnw free press** @pnwfreepress 5m


Wage Theft Hearing 3-13-13 bit.ly/WIN5D0

Details

 **Duck Sports Now** @DuckSport... 5m

Oregon track & field rundown: Sure, Ashton Eaton has the world decathlon record; but the best is yet to come dlvr.it/36Nqyp

Details

 **Springfield Police** @SPDOregon 6m

Crews working on natural gas leak in area of 47th & Main. Please avoid area if possible.

Details

HootSuite Enterprise

Compose message...

Click to select a social network

Getting Started x University of Oregon (Facebook Page) x University of Oregon (Facebook Pages) x Univ. Of Oregon (Twitter) x University of Oregon (Google+ Page) x University of Oregon (LinkedIn Companies) x Instagram x More...

+ Add Stream + Add Social Network

Home Feed

the body! bit.ly/14cRNMQ

OlgaKozinskiy
2:54pm via Tweet Button
EPD Property Audit Leads to Criminal Investigation | eugeneweekly.com
eugeneweekly.com/blog/epd-prope...

FXStefan
2:54pm via foursquare
I'm at König (Oberhausen) 4sq.com/10JWwJ1

MissCollege
12:33pm via WordPress.com
Preview Day wp.me/p1SC5M-1zP

stephengillet
12:32pm via TweetDeck
Amazon rolls out #SendtoKindle button for web sites: wapo.sl/WVwq0a

blueoceanfloor
12:32pm via Web
FATO

LonSoCal
12:32pm via Web
Muthafucka You Knowwww

MACUMBEIRA
12:31pm via Web
Paloma: Da pra qualquer um
Retweeted by blueoceanfloor

DReaganite
12:31pm via Web
#ObamaLimoBumperStickers Get off my bumper or I will call in my drones. #TCOT
Retweeted by KatynIndy

ClassicallyKim
12:32pm via Twitter for iPhone
Harry Potter Gryffindor Crest t-shirt? WANT!
#HarryPotter #Gryffindor

Mentions

UOregonLCE
2:52pm via Twitter for iPhone
@Univ_Of_Oregon and @oregonstateuniv presidents sharing the stage at @EugeneChamber Economic forecast event. Collaboration build success.

FuturePV
2:35pm via HootSuite
Thin films of nickel and iron oxides yield efficient solar water-splitting catalyst via @Univ_Of_Oregon ow.ly/jg10M

AlexCuevasBN1
1:36pm via Twitter for iPhone
Honestly can't wait to visit @Univ_Of_Oregonh @Univ_Of_Oregon

ShellsW21
1:33pm via Twitter for iPhone
Winter term... It's been real @Univ_Of_Oregon

timbarlie
12:01pm via Web
I seriously have the best family in the world! Just got an awesome "care package" full of @Univ_Of_Oregon swag for my acceptance. #thankful

ScentMaven1
10:55am via HootSuite
@Univ_Of_Oregon I just found out how to save 40% during #MarchMadness! rickly.scentsy.us/Scentsy/Buy/Co... #UOregon...

ombudsblog
7:53am via Tweet Button
Faculty Senate @Univ_Of_Oregon Back Proposed Ombuds Program ombuds-blog.blogspot.com/2013/03/univer...

AlmostBrandon
7:40am via Twitter for iPhone
Another all nighter. Time for fire n spice! @Univ_Of_Oregon

jasestar70
Mar 10, 11:57pm via Twitter for Android

Direct Message (Inbox)

No results found.

Sent Tweets

Univ. Of Oregon
Mar 19, 2:03pm via HootSuite
RT @Blair_Bender: On campus at my high school & I've seen five different people wearing @Univ_Of_Oregon apparel #NationalBrand #GoDucks
5 retweets

Univ. Of Oregon
Mar 19, 1:50pm via HootSuite
Good Omen Dept.: @OregonMBB are 2-0 this season against teams that wear orange and have the initials OSU. #goducks #uoregon #marchmadness
56 retweets

Univ. Of Oregon
Mar 18, 3:50pm via HootSuite
Cool! RT @OregonTF: Jordan Hasay's fun cover shoot for Running Times Magazine! pic.twitter.com/bu020QcHZV
1 retweets

Univ. Of Oregon
Mar 18, 12:03pm via HootSuite
Shout out to @riddicku0us visiting #UOregon from Boston. Oregon Relays are that weekend if you want to catch some track at Hayward Field.
1 retweets
Show Conversation

Univ. Of Oregon
Mar 18, 11:42am via HootSuite
.@jaytay_xian is visiting UO all the way from South Carolina. Welcome to Duck country!
2 retweets
Show Conversation

Univ. Of Oregon
Mar 18, 9:38am via HootSuite
.@Siwik01 Enjoy your visit! Hope you get some beautiful Oregon spring weather (that isn't rain).
1 retweets
Show Conversation

#goducks

GHorowitz
2:03pm via Photos on iOS
HP Pavilion in San Jose, Calif. Site of Oregon-Oklahoma State NCAA game. #marchmadness #goducks pic.twitter.com/HckZW1qkJ
Retweeted by DuckFBNews

RachelLynn11
2:00pm via Twitter for iPhone
Going down memory lane in honor of @OregonVB going to Australia! amazing trip! @KatieSSwo @sonjanewcombe #goducks pic.twitter.com/E2p14xtS59

oregonliveducks
1:58pm via twitterfeed
NCAA Tournament: Oregon freshman Dominic Artis says he's 100 percent healthy, excited to play back ho... bit.ly/Zxnn34 #goducks

Jacobdub1
1:57pm via Twitter for Android
Travis Ford agrees! Ducks deserve better! #GoDucks

OregonSB
9:58am via Web
Janie Takeda is 2nd nationally in batting (.500) just behind Oklahoma's Lauren Chamberlain (.507). #GoDucks bit.ly/V0XAC4
Retweeted by Abbie013

OregonPitCrew
1:54pm via TweetDeck
We love @OregonAcroTumb! Check out our writeup by @SeanAlanson (Photos: @Mizzballin01) with a recent recap. #GoDucks bit.ly/148fENn
Retweeted by Mizzballin01

OregonMBB
1:22pm via Twitter for iPhone
*@CamTheBawse: The Ducks are getting their dunk on in practice at the @hoovallions!

javascript;

Data Collection Tools

DRU Status Map

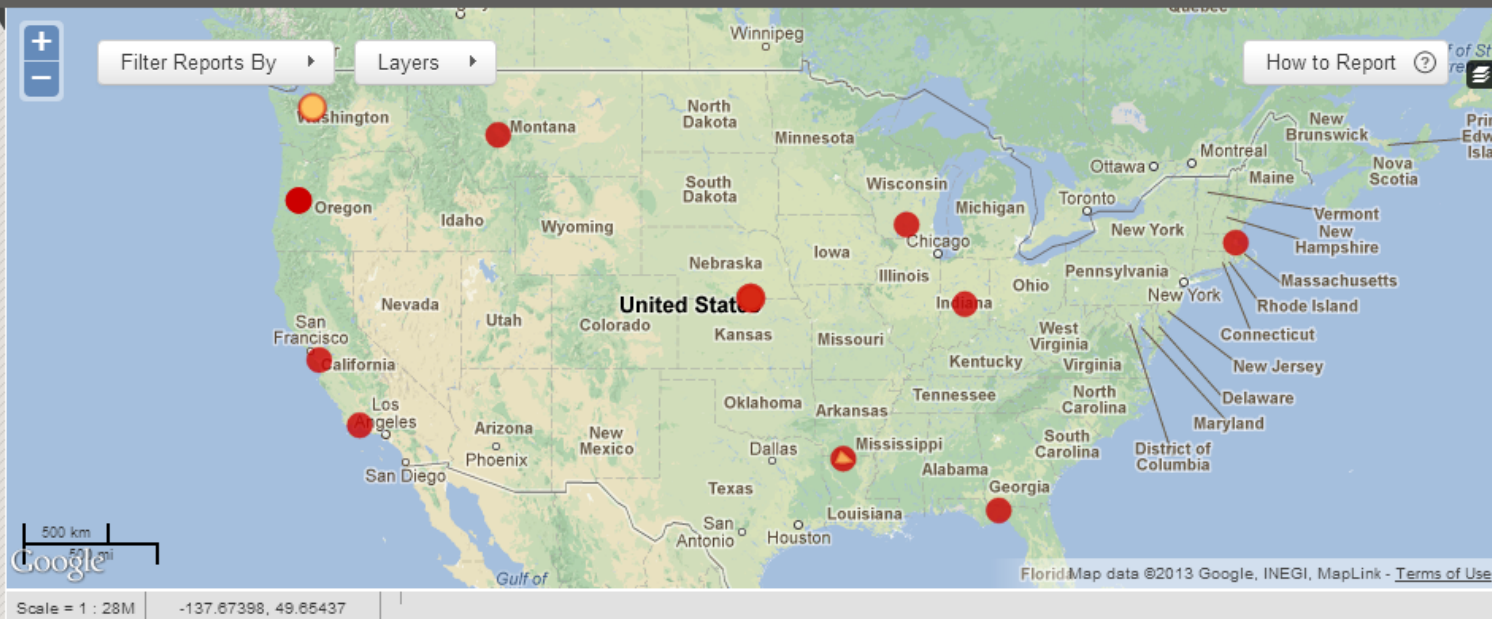
Helping DRU Members support each other during incidents. ****THIS MAP IS CURRENTLY EXPERIMENTAL****

[+ SUBMIT A REPORT](#)



BETA - This is a test site for DRU members and their institutions status updates during incidents.

[HOME](#) [REPORTS](#) [SUBMIT A REPORT](#) [GET ALERTS](#)



Implementation

- ▶ No SM
 - ▶ ?
- ▶ Limited use of SM
 - ▶ One-way
 - ▶ Monitoring
 - ▶ Alert / notification
- ▶ Interactive use of SM
 - ▶ Multiple platforms
 - ▶ Reputational management
- ▶ Conversational use of SM
 - ▶ Listen
 - ▶ Learn
 - ▶ Engage
- ▶ Operational use of SM
 - ▶ Using data provided via SM
 - ▶ Broad Sit.Aw.
- ▶ Integrated use of SM
 - ▶ Use to mobilize
 - ▶ Into all pillars of EM
 - ▶ Community based Sit.Aw.

MYTHBUSTERS

- ▶ Broadcast only
- ▶ Whippersnappers only
- ▶ “I’ll build it **if** I need it”
- ▶ No Rules
- ▶ Anyone can do it
- ▶ Have to give up control





Emma Stocker University of Oregon

estocker@uoregon.edu

541.346.8213